

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
313909-1	10/21/12	October 2012	10/01/12 - 10/16/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
West / Republican / Congre	Allen West for Congress	83

Billing Address:

**Strategic Media Services**  
**Attention: Accounts Payable**  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Flight Dates	Order #	Alt Order #
10/10/12 - 10/16/12	313909	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
12521		

Agency Ref	Advertiser Ref
2	

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/10/12	10/16/12	M-F 430-5a	430-5a	11111--	:30	5	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/12 10/16/12 11111-- 5 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/10/12 4:52 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM 2 WPTV Th 10/11/12 4:53 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM 3 WPTV F 10/12/12 4:38 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM 4 WPTV M 10/15/12 4:52 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM 5 WPTV Tu 10/16/12 4:41 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM									
2	10/10/12	10/16/12	M-F 7-9a	7-9a	11111--	:30	5	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/12 10/16/12 11111-- 5 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/10/12 8:26 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM 2 WPTV Th 10/11/12 7:29 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM 3 WPTV F 10/12/12 8:42 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM 4 WPTV M 10/15/12 7:56 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM 5 WPTV Tu 10/16/12 7:21 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM									
3	10/10/12	10/16/12	M-F 10-11a	10-11a	11111--	:30	5	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/12 10/16/12 11111-- 5 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/10/12 10:52 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM 2 WPTV Th 10/11/12 10:47 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM 3 WPTV F 10/12/12 10:46 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM 4 WPTV M 10/15/12 10:59 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM 5 WPTV Tu 10/16/12 10:59 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM									

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313909-1	10/21/12	October 2012	10/01/12 - 10/16/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
West / Republican / Congre	Allen West for Congress	83	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/13/12	10/13/12	Sa 10-1030a	10-1030a	-----S-	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/12 10/16/12 -----S- 1 \$425.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Sa 10/13/12 10:19 AM Sa 10-1030a 10-1030a :30 AWTV100901H \$425.00 NM									
5	10/13/12	10/13/12	SNL	1130p-1a	-----S-	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/10/12 10/16/12 -----S- 1 \$950.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Sa 10/13/12 12:46 AM SNL 1130p-1a :30 AWTV100901H \$950.00 NM									

Total Spots 17 Gross Total \$9,000.00

## Payment Terms 30 Days

Agency Commission \$1,350.00

Net Amount Due \$7,650.00